CHARGE NUMBER: 1990

PROJECT TITLE: BLEND DEVELOPMENT

PROJECT LEADER: C. M. MOOGALIAN

PERIOD COVERED: SEPTEMBER, 1985

I. Project Tudor

Objective:

Develop a Virignia style cigarette for the U.S. market.

Status/Plans:

85's and 100's in the 12mg version were made and shipped to New York for limited testing. However, the testing has been suspended for the time being.

We were recently requested to make 16mg versions (same blend) in both 85's and 100's. These cigarettes will be available to New York for testing in mid-October.

II. Dunhill Lights

Objective:

To develop a 12mg Winston-type cigarette acceptable to the U.S. market.

Status/Plans:

Two HTI tests for this project have been shipped:

1. Dunhill Lts. 85 vs. Marl. Lts. 85
   (HTI 5192) (HTI 1275)
2. Dunhill Lts. 100 vs. Marl. Lts. 100
   (HTI 5193 (HTI 1276)

The other tow tests, Dunhill Lts. 85 & 100 vs. Winston 85 & 100, are in analytical and are expected to be shipped by mid-October.

In a Dunhill Lights menthol study, where the regular flavored blend was mentholated at two levels, the higher level (0.69mg smoke menthol) was more acceptable to Marlboro Menthol and Players Menthol smokers, while the lower level (0.53mg smoker menthol) was more acceptable to Merit Menthol smokers. Further menthol studies for this project are in abeyance pending further test market results on Dunhill Lts. Regular.

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Miscellaneous:

B&H Menthol with 3% Dark Air-Cured (POL 8046) has been shipped. Close-out date is 10-17-85.

C. M. Moogalian

Source: https://www.industrydocuments.ucsf.edu/docs/jzfm0000